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MOTOROLA

FAX TRANSMITTAL SHEET

Motorola, Inc.  
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Schaumburg, IL 60196

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Number of Pages (including this page)

Date: November 24, 2003

To: OFFICE OF OFFICIAL PATENT EXAMINATION'S  
FILING RECEIPT CORRECTIONS

Location: United States Patent and Trademark Office

Fax No.: (703) 746-9195

From: Kenneth A. Haas 42,614

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MESSAGE:

Enclosed herewith, please find a Request to Correct Filing Receipt for filing in the below-identified application.

GROUP ART UNIT:  
SERIAL NO.:  
FILED:  
INVENTOR:  
DOCKET NO.:

2131  
10/634,092  
8/04/2003  
Vogler et al  
CML01263H

PATENT  
CML01263H

UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT(S): Vogler et al  
SERIAL NO.: 10/634,092  
FILE DATE: 8/04/2003  
GROUP ART UNIT: 2131  
TITLE: METHOD AND APPARATUS FOR CREATING AND RENDERING AN  
ADVERTISEMENT

CERTIFICATE OF MAILING

I HEREBY CERTIFY THAT THIS CORRESPONDENCE IS BEING DEPOSITED WITH THE UNITED STATES POSTAL SERVICE AS FIRST CLASS MAIL IN AN ENVELOPE ADDRESSED TO: Office of Initial Patent Examination, Customer Service Center, COMMISSIONER FOR PATENTS, ALEXANDRIA, VA 22313, ON: 11/24/2003

MOTOROLA INC.

Name of Assignee

  
SIGNATURE

11/24/03  
DATE

CORRECTION OF FILING RECEIPT

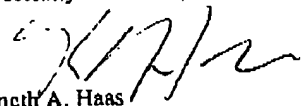
Office of Initial Patent Examination  
Customer Service Center  
Commissioner for Patents  
Alexandria, VA 22313

Sir:

Due to a typographical error, the inventor's name for the above-identified patent application is incorrect. The name of the inventor, Douglas A. Kuhlman is misspelled. "Kulhman" should be "Kuhlman". The errors have been struck out and corrected on the attached assignment and declaration.

Please correct the filing receipt to include the corrected inventor's name, "Douglas A. Kuhlman".  
Please charge any fees due to Deposit Account 502117.

Respectfully submitted,

  
Kenneth A. Haas  
Attorney for Applicant(s)  
Reg. No. 42,614  
Tel. (847) 576-6937  
Fax (847) 576-3750

MOTOROLA, INC.  
Customer Number 22917



## UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE  
 United States Patent and Trademark Office  
 Address: COMMISSIONER FOR PATENTS  
 P.O. Box 1450  
 Alexandria, Virginia 22313-1450  
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APPL NO.	FILING OR 371 (a) DATE	ART UNIT	FILE FEE REC'D	ATTY. DOCKET NO	DRAWINGS	TOT CLMS	IND CLMS
10/634,092	08/04/2003	2131	834	CML01263H	3	18	4

CONFIRMATION NO. 5887

22917  
 MOTOROLA, INC.  
 1303 EAST ALGONQUIN ROAD  
 IL01/3RD  
 SCHAUMBURG, IL 60196

NOV 07 2003

PATENT DEPT  
 U.S. DOCKETING

## FILING RECEIPT

\*OC000000011157948\*

Date Mailed: 11/03/2003

Receipt is acknowledged of this regular Patent Application. It will be considered in its order and you will be notified as to the results of the examination. Be sure to provide the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION when inquiring about this application. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. If an error is noted on this Filing Receipt, please write to the Office of Initial Patent Examination's Filing Receipt Corrections, facsimile number 703-746-9195. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections (if appropriate).

## Applicant(s)

Dean H. Vogler, Algonquin, IL;  
 Douglas A. ~~Kulman~~, Inverness, IL;

KUHLMAN

Domestic Priority data as claimed by applicant

Foreign Applications

If Required, Foreign Filing License Granted: 10/30/2003

Projected Publication Date: 02/10/2005

Non-Publication Request: No

Early Publication Request: No

## Title

Method and apparatus for creating and rendering an advertisement

Preliminary Class

## PATENT

## ASSIGNMENT AND AGREEMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, we, DEAN H. VOGLER, ALGONQUIN, IL; AND DOUGLAS A. KULHMAN, KUHLMAN INVERNESS, IL have sold, assigned and transferred, and do hereby sell, assign and transfer, unto MOTOROLA, INC., a corporation of the State of Delaware, having its principal office in Schaumburg, State of Illinois, United States of America, and its successors, assigns, and legal representatives, the entire right, title and interest for the United States of America in and to certain inventions relating to improvements in METHOD AND APPARATUS FOR CREATING AND RENDERING AN ADVERTISEMENT (Docket No. CML01263H), described, illustrated and claimed in an application for Letters Patent of the United States of America executed by us on the dates indicated by our signatures below, together with the entire right, title and interest in and to the application, and in and to Letters Patent which may be issued upon the application, and upon any division, extension, continuation or reissue thereof.

We hereby also sell, assign and transfer unto MOTOROLA, INC., the entire right, title and interest in and to the invention and in and to applications for Letters Patent therefor in all countries foreign to the United States of America, including all rights under any and all international conventions and treaties in respect of the invention and the applications for Letters Patent in foreign countries, and we further authorize MOTOROLA, INC. to apply for Letters Patent in foreign countries directly in its own name, and to claim priority of the filing date of the application for Letters Patent of the United States of America under the provisions of any and all international conventions and treaties.

We hereby authorize and request the Commissioner of Patents of the United States of America to issue Letters Patent upon the aforesaid application, division, extension, continuation or reissue, to MOTOROLA, INC., for the sole use and benefit of MOTOROLA, INC., its successors, assigns and legal representatives, to the full end of the term for which Letters Patent may be granted, the same as they would have been held and enjoyed by me had this assignment not been made, and we hereby authorize and request the equivalent authorities in foreign countries to issue the patents of their respective countries to MOTOROLA, INC.

We agree that, when requested, we will, without charge to MOTOROLA, INC., but at its expense, sign all papers, take all rightful oaths, and do all acts which may be necessary, desirable or convenient for securing and maintaining patents for the inventions in any and all countries and for vesting title thereto in MOTOROLA, INC., its successors, assigns and legal representatives or nominees.

KUHLMAN

*Doug Kuhlman*  
DOUGLAS A. KULHMAN

DATE: 8-9-2003

STATE OF IL                   )  
  )ss  
COUNTY OF COOK            )

The undersigned Notary Public in and for the County and State aforesaid, do hereby certify that DOUGLAS A. KULHMAN whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that they signed, sealed and delivered the instrument as their free and voluntary act and deed for the uses and purposes therein set forth.

Given under my hand and notarial seal this 4 day of August, 2003.

My commission expires:

*Dawn M Hebein*  
Notary Public Signature

DAWN M HEBEIN  
Printed Name of Notary Public



We covenant with MOTOROLA, INC., its successors, assigns and legal representatives, that the interest and property hereby conveyed is free from all prior assignment, grant, mortgage, license or other encumbrance.

Dean H. Vogler  
DEAN H. VOGLER

DATE: 8-4-03

STATE OF IL )  
COUNTY OF COOK )ss

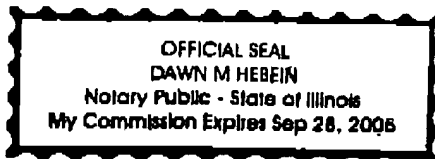
The undersigned Notary Public in and for the County and State aforesaid, do hereby certify that DEAN H. VOGLER whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that they signed, sealed and delivered the instrument as their free and voluntary act and deed for the uses and purposes therein set forth.

Given under my hand and notarial seal this 4 day of August, 2003.

My commission expires:

Dawn M Hebein  
Notary Public Signature

DAWN M HEBEIN  
Printed Name of Notary Public



**DECLARATION FOR UTILITY OR DESIGN PATENT APPLICATION (37 CFR 1.63)  
COMBINED WITH POWER OF ATTORNEY**

<input checked="" type="checkbox"/> Declaration Submitted with Initial Filing	<input type="checkbox"/> Declaration Submitted after Initial Filing (surcharge (37 CFR 1.16(e)) required)	Attorney Docket Number	CML01263H
		First Named Inventor	DEAN H. VOGLER
		Application Number	
		Filing Date	08/04/2003
<input checked="" type="checkbox"/> Regular (Utility) Application	<input type="checkbox"/> Design application	Group Art Unit	
		Examiner Name	

As a below named inventor, I hereby declare that:

My residence, post office address, and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

**METHOD AND APPARATUS FOR CREATING AND RENDERING AN ADVERTISEMENT**

the specification of which:

☒ is attached hereto ☐ was filed on: \_\_\_\_\_  
as U.S. Serial No.: \_\_\_\_\_  
and was amended on: \_\_\_\_\_  
(if applicable)

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to the patentability of this application in accordance with Title 37, Code of Federal Regulations, Section 1.56(a).

I hereby claim foreign priority benefits under Title 35, United States Code, Section 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent or inventor's certificate(s), or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed::

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached?
				<input type="checkbox"/> Yes <input type="checkbox"/> No
				<input type="checkbox"/> Yes <input type="checkbox"/> No

☐ Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto:

I hereby claim the benefit under Title 35, United States Code § 119(e) of any United States provisional application(s) listed below:

Provisional Application Serial No.:	
Provisional Application Filing Date:	

I hereby claim the priority benefit under Title 35, United States Code, Section 120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, Section 112, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, Section 1.56(a) which is material to the patentability of this application and which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

Prior U.S. Application(s):

☒ no such application(s) filed  
☐ such application(s) identified as follows:

Application No.	Filing Date (day, month, year)	Status (Patented, Pending, Abandoned)

I hereby declare that: as to any claimed subject matter of this application which is common to my earlier United States or foreign application(s), if any, which I have identified above and claimed the benefit of priority thereof, I do not believe that the same was ever known or used in the United States before my invention thereof or patented or described in any printed publication in any country before my invention thereof or more than one year prior to the first of said earlier application(s), or in public use or on sale in the United States more than one year prior to the first of said earlier application(s), and that the said common subject matter has not been patented or made the subject of an inventor's certificate before the date of the first of said earlier U.S. application(s) in any country foreign to the United States on an application, filed by me or my legal representatives or assigns more than twelve months (six months if the present application is a Design patent application) prior to the first of said earlier U.S. application(s), if any; and that, as to any claimed subject matter of this application which is not common to said earlier application(s), if any, I do not know and do not believe that the same was ever known or used in the United States before my invention thereof or patented or described in any printed publication in any country before my invention thereof or more than one year prior to the date of this application, or in public use or on sale in the United States more than one year prior to the date of this application, and that said subject matter has not been patented or made the subject of an inventor's certificate in any country foreign to the United States on an application filed by me or my legal representatives or assigns more than twelve months (six months if the present application is a Design patent application) prior to the date of this application.

I hereby appoint the attorney(s) or agent(s) associated with: 22917 to prosecute this application and transact all business in the patent and trademark office connected therewith.

Address all telephone calls to:

KENNETH A. HAAS  
 Telephone: (847) 576-6837  
 Facsimile: (847) 576-3750

Address all correspondence to: Customer Number 22917



I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full Name of Sole or First Inventor: <u>DEAN H. VOGLER</u>			
<u>Dean H. Vogler</u> Inventor's Signature		<u>8-4-03</u> Date	
Residence:	<u>ALGONQUIN</u> City	<u>IL</u> State	<u>60102</u> Postal Code
			<u>USA</u> Country of Citizenship
<u>1231 REDWOOD DRIVE</u> Mailing Address			
	<u>ALGONQUIN</u> City	<u>IL</u> State	<u>60102</u> Postal Code
			<u>USA</u> Country

KUHLMAN

Full Name of Second-Joint Inventor: <u>DOUGLAS A. KUHLMAN</u>			
<u>Doug Kuhlman</u> Inventor's Signature		<u>8-4-2003</u> Date	
Residence:	<u>INVERNESS</u> City	<u>IL</u> State	<u>60010</u> Postal Code
			<u>USA</u> Country of Citizenship
<u>328 WINDSOR</u> Mailing Address			
	<u>INVERNESS</u> City	<u>IL</u> State	<u>60010</u> Postal Code
			<u>USA</u> Country